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### Investigating the Factors Influencing Impulsive Purchasing Behavior Among Online Consumers: The Mediating Influence of Perceived Trust in Pakistan

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#### Chronicle

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#### Abstract

This study successfully identified numerous factors that influence the impulsive purchasing behavior of internet consumers in Pakistan. The primary goal was to examine the factors that influence impulsive purchasing behavior (IBB) in online environments, with perceived trust (PT) serving as a mediating variable. A total of 350 questionnaires were distributed using snowball sampling procedures, and 328 completely completed questionnaires were analyzed. According to the findings, impetuous purchasing behavior in online contexts is positively influenced by specific factors, including logistics service quality (LSQ), online reviews (OR), promotion incentive information (PII), and promotion time limit (PTL). In contrast, no statistically significant correlation was found between IBB and online influencers (OI). In addition, the results underscore the critical mediating role of perceived trust in the positive relationships between impulsive purchase behavior, logistics service quality, promotion incentive information, and the time limit of the promotion. Nevertheless, the relationship between impulsive purchasing behavior and online influencers is not mediated by perceived trust. Moreover, the investigation demonstrated that individuals with higher income levels demonstrate a more pronounced propensity for impetuous purchasing than those with lower income levels. Additionally, female consumers exhibit a higher propensity for impulsive purchasing behavior than their male counterparts. This research lays the groundwork for the creation of targeted marketing strategies that will effectively address the impulsive purchasing behaviors of internet consumers. This research provides a novel viewpoint on impulsive purchase behavior, particularly in a highly competitive digitalized business environment that is characterized by neuro-marketing tactics, by utilizing the SOR model (Stimulus, Organism, Response) from consumer behavior theory.

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**Keywords:** Online Shopping, Impulsive Buying, SOR, E-Commerce, Perceived Trust.

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## INTRODUCTION

Consumer behavior research seeks to understand clients' purchasing patterns, including their motivations, timing, and methods. Zhang et al. (2022) emphasize the impact of online live broadcasting on consumer demand, especially as offline shopping has decreased since the pandemic began in 2020. The phenomenon of "impulse buying," marked by unplanned purchases, has notably increased in online retail, influenced by various demographic, social, technical, and psychological factors. Elevated emotional

states serve as key psychological triggers for impulsive buying, with visually appealing advertisements and engaging content fostering positive emotions such as enthusiasm and joy, which in turn heighten the likelihood of impulse purchases (Ahmed & Akhtar, 2023). Online purchasing has become more easier thanks to recent technological developments, which has led to an upsurge in impulsive purchases. Quick purchases are being encouraged using tactics including tailored recommendations, immediate alerts, and time-sensitive discounts. The use of artificial intelligence (AI) on shopping platforms enhances spontaneous buying by predicting user preferences and displaying relevant products. Mobile shopping apps further facilitate impulsive purchases by allowing consumers to shop conveniently at any time and place (Riaz & Bashir, 2024). Social influences also play a significant role in impulse buying; online reviews, ratings, and social media endorsements create urgency and trust, motivating customers to make swift decisions. Recommendations from friends and social media significantly impact online purchasing choices (Farooq & Javed, 2023). Online retailers employ tactics like flash sales and special offers to encourage immediate buying. Factors such as age, gender, and income influence impulsive buying behaviors, with younger demographics like millennials and Gen Z, who are tech-savvy and seek instant gratification, being more prone to such purchases. Research indicates that women, particularly those with disposable income, tend to engage in spontaneous buying more frequently (Hussain, 2023).

The study of factors influencing casual online purchases among Pakistani buyers is crucial, particularly considering the emerging trend of live commerce. In 2021, Pakistan ranked as the 37th largest e-commerce market, generating \$5.9 billion in sales and experiencing a remarkable 45% growth rate, significantly outpacing the global average of 15% (ecommerceDB, 2022). Projections indicate that from 2021 to 2025, Pakistan's e-commerce sector will continue to grow faster than the global average of 6%, with only 19% of the population currently engaging in online shopping. The rapid advancement of digital technology has transformed consumer purchasing behaviors, leading to increased impulsive buying tendencies as online shoppers benefit from conveniences absent in traditional retail (Zhao et al., 2021). Additionally, Fota (2022) notes that advancements in networks and information communication technologies have fostered a borderless digital environment, bridged information gaps and enhancing communication, which in turn facilitates global access to goods and services. E-commerce has thus emerged as a preferred method for transactions, extending beyond mere buying and selling (Hussain, 2024).

Impulsive buying habits have become increasingly prominent in modern life, especially due to the growth of e-commerce and technological advancements (Sarah et al., 2020). Online impulse buying is defined as "a sudden and immediate online purchase without any pre-shopping intentions" (Chan, Cheung & Lee, 2017). Experts note that online shoppers are generally more impulsive than those shopping in physical stores, as the online environment is perceived as less restrictive (Sarah et al., 2020; Chan, Cheung & Lee, 2017). Research shows that around 40% of online consumer spending is linked to impulse purchases (Chan, Cheung & Lee, 2017). Arul Rajan (2020) highlights that the quality of logistic service significantly influences customers' impulsive purchasing behavior, prompting scholars to explore marketing strategies that address both rational and impulsive buying (ibid). Common promotional activities, such as time-limited offers and promotional incentives, are known to encourage consumer purchases

(Chandrashekar & Grewal, 2003). However, misleading promotions, like falsely advertising a "24-hour" offer, can deceive customers. Despite recent research, the impact of Instagram discount codes on impulse purchases among Swedish consumers remains underexplored (ibid). Kimiagari and Malafe (2021) note that consumers' purchasing behaviors and influencing factors are continually evolving, underscoring the ongoing significance of research in impulsive buying behavior. Various marketing strategies, including traditional advertising and direct marketing, are employed to stimulate consumer purchases. Live commerce, where products are actively demonstrated and tested, aims to enhance consumer understanding but lacks preferred activities to effectively engage customers. Consequently, using marketing incentives, situational influences, and individual traits, live merchants can motivate customers to make impulsive buying decisions, indicating that consumer purchase patterns vary significantly with different sales modes.

Impulsive purchase behavior is a complex issue influenced by factors such as discount coupons, social media influencers, and promotional materials, leading consumers to make hasty buying decisions. This coercion can have negative environmental impacts and drives consumers to conform to current trends for social acceptance, often resulting in overconsumption and purchases of unwanted items. Despite these drawbacks, such behavior can also provide consumers with a sense of uplift and security (Vohs & Faber, 2007). The study needs to answer the following research questions.

- What are the significant drivers or determinants of impulsive purchasing behavior among internet consumers in Pakistan?
- What are the significant factors or determinants of perceived trust among internet consumers in Pakistan?
- What is the mediating effect of perceived trust on the relationship among online influencers, online reviews, logistic service quality, promotion time constraints, and promotional incentive information regarding the impulsive purchase behavior of Pakistani online consumers?

## **Literature Review**

The study examines factors influencing impulsive buying behavior among Pakistani online shoppers, highlighting perceived trust as a mediating variable. It defines online impulsive buying and explores influences such as online reviews, logistics service quality, promotional incentives, and time limits. The SOR (Stimulus-organism-response) theory posits that external stimuli can trigger internal responses, influencing both affective and cognitive states, ultimately impacting behavior. This study employs the SOR (Stimulus-Organism-Response) Theory, originally proposed by Woodworth in 1928, to investigate the factors influencing impulsive buying behavior among internet consumers. The SOR theory is a foundational and widely recognized framework in the study of online impulse buying and has been extensively used to analyze consumer behavior in this area.

Impulse buying is characterized by spontaneous and unplanned purchases made without prior intention to fulfill specific needs (Beatty & Ferrell, 1998). This behavior arises from a sudden and intense desire to buy, often leading to acquisitions made without adequate consideration (Hausman, 2000). The motivations behind impulsive buying are complex, involving both internal psychological factors and external marketing

influences, often resulting in emotional conflict. Research has identified four types of buying impulses: pure, suggested, reminded, and planned (Stern, 1962). Emotions significantly influence impulse buying, as positive self-talk can encourage customers to make hasty purchases of unfamiliar products. Additionally, previous exposure to items can trigger impulse purchases, while planned impulse purchases occur when customers intend to buy but are uncertain about specific items. Wu, Chiu, and Chen (2020) identify three key factors in the spontaneous and impulsive purchase process: perceived risk, online store design, and the psychological state of the shopper. They note that consumers often view online shopping as riskier than shopping in physical stores, which can negatively affect satisfaction and perceived usefulness. To enhance consumer perceptions and satisfaction, it is essential to mitigate these risks, with online influencers playing a significant role in promoting impulsive buying behavior. Techniques such as skilled browsing and achieving a flow state are vital for increasing the likelihood of impulsive purchases (Wu, Chiu & Chen, 2020). Impulsive purchasing behavior presents a significant challenge in marketing, contrasting with traditional consumer behavior models that emphasize careful evaluation before purchase. The online environment, with its constant accessibility and extensive product range, influences impulsive buying. Factors such as social media, influencers, and promotional offers contribute to impulsive tendencies, leading to excessive consumption and societal pressure to keep up with trends for social validation. This behavior can result in acquiring unplanned items, providing both a temporary boost and a sense of assurance to consumers.

The Stimulus Organism and Response Model (S-O-R), introduced by Mehrabian and Russell in 1974, is widely used in consumer behavior studies. Eroglu et al. (2001) explain that the model suggests stimuli affect individuals' internal states, with the organism acting as a mediator between stimuli and responses, which ultimately shape consumer behavior and avoidance. Hetharrie et al. (2019) emphasize that emotional responses significantly impact consumer reactions to environmental stimuli, while Donovan and Rossiter (1982) note that perceptions are influenced by both external factors and beliefs. The S-O-R model effectively incorporates various elements relevant to product attributes, such as online reviews, promotion duration, and logistical service quality. This study focuses on the factors influencing online impulsive purchasing behavior among buyers in Pakistan. Internet shopping has gained global popularity, with the retail e-commerce industry generating \$4.28 trillion in 2020, projected to rise to \$5.4 trillion by 2022. Online impulsive buying is common, characterized by spontaneous and unplanned purchases. In the U.K., consumers engage in impulsive purchases totaling about £1 billion monthly, and around 80% of U.S. teenagers have made impulsive online purchases. Research indicates that approximately 40% of global internet transactions are impulsive (Gulfranz et al., 2022). Technological advancements have significantly altered consumer shopping behavior, particularly in online contexts.

The rise of e-commerce has significantly altered consumer behavior, with online shopping increasing from 1.7 billion users in 2018 to an estimated 1.92 billion in 2023, driven in part by the COVID-19 pandemic (Croes & Bartels, 2021). Online shopping triggers impulsive purchases differently than traditional retail, influenced by website characteristics (Gil et al., 2008). Young adults are particularly drawn to social media influencers, who serve as effective marketing tools by providing product information and fostering trust (Harrigan et al., 2021; Zak & Hasprova, 2020). Online reviews also play a crucial role in shaping

consumer decisions, with positive feedback encouraging impulse buys (Chatterjee, 2011; Restuputri et al., 2021; L. Wang, 2015; Zhang et al., 2018). Logistics service quality (LSQ) has become vital in e-commerce, emphasizing the need for efficient delivery systems as customer expectations rise (Wang & Wang, 2014; Wang, 2015). Time-limited promotions can induce impulsive purchases by creating a sense of urgency, leading consumers to act quickly without thorough consideration (Y. Wu et al., 2021; Chou, 2019; Hodgkinson, 2016). Additionally, promotional incentives enhance consumer engagement and trust, further driving impulse buying behaviors (Prasilowati et al., 2021; Chen, 2021). Overall, the interplay of online shopping dynamics, influencer marketing, reviews, logistics, and promotional strategies significantly influences impulsive buying in the digital marketplace.

Chatterjee (2011) initially suggested that online reviews significantly influence customer purchasing decisions, offering advantages over traditional word-of-mouth in terms of accessibility and scope. He posited that online comments affect consumers' cognition, beliefs, attitudes, and judgments. An empirical study by Restuputri et al. (2021) found that customers are motivated to read online reviews for support and entertainment, often leading to impulse purchases when they encounter positive recommendations. Research by L. Wang (2015) indicated that both positive and negative reviews can similarly impact consumer perceptions, resulting in mixed feelings about products. Zhang et al. (2018) called for further investigation into the effects of hybrid information on impulsive buying. In the realm of online promotions, time-limited offers can prompt impulsive purchases as consumers feel pressured by urgency (Y. Wu et al., 2021). Chou (2019) examined countdown marketing's effects on hesitant consumers, while Hodgkinson (2016) discussed the psychological impact of fear of missing out on promotional opportunities. Chandrashekar and Grewal (2003) warned that deceptive practices, such as falsely advertising limited-time offers, can manipulate consumer behavior. Hong (2021) found that time constraints significantly increase the likelihood of impulsive purchases, and Luo et al. (2021) emphasized the need for further research on various promotional tactics' effects on consumer behavior.

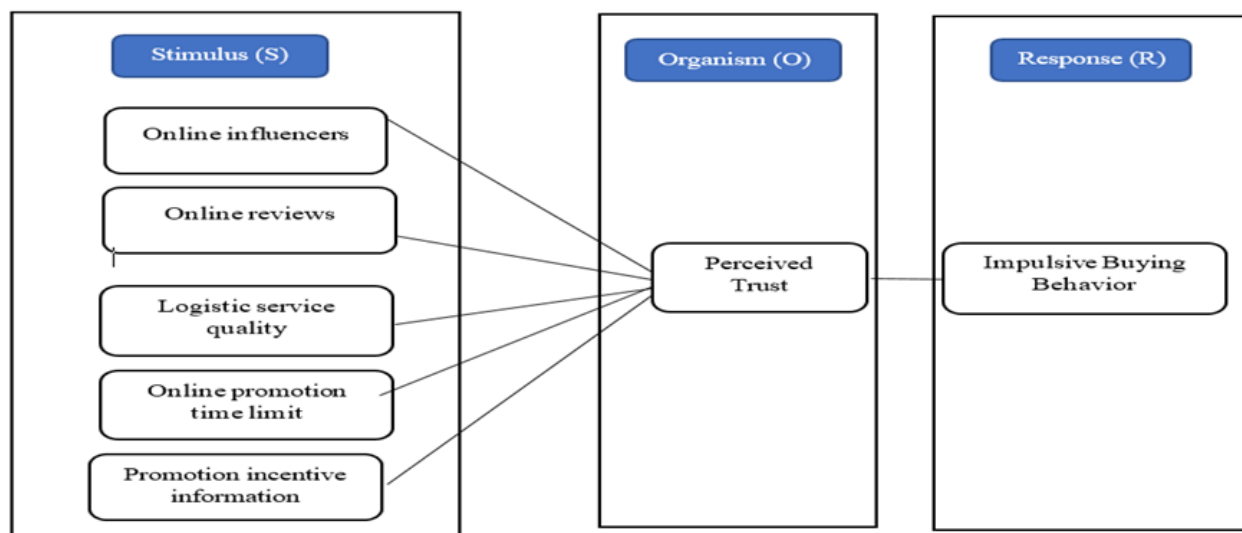
Promotion incentive information is crucial for enhancing consumer engagement and understanding the benefits of cost savings and product variety (Prasilowati et al., 2021). Chen (2021) noted that promotional incentives can effectively alter consumer perceptions of savings and risks, thereby increasing purchase intentions. E-commerce platforms often employ "hunger marketing" strategies to stimulate immediate purchases, influencing consumers' perceived value, trust, and buying intentions. The study indicates that the promotion of incentive information significantly influences the impulsive purchasing behavior of online shoppers in Pakistan. It was found that effectively communicating promotional benefits attracts customers, leading to a positive impact on impulsive buying. The advertising of incentive information plays a crucial role in shaping the impulsive purchasing behavior of Pakistani internet customers.

### **The Sor (Stimuli-Organism-Response)**

The present study utilizes the Stimuli Organism Response (SOR) theory, as proposed by Zhang et al. (2022), to investigate the factors influencing impulsive purchase behavior among online buyers in Pakistan. The SOR theory, a cognitive psychology framework, emphasizes the significance of individual physiological and psychological processes in mediating responses to stimuli, which aids in understanding consumer buying behavior.

According to Lamis et al. (2022), the SOR hypothesis suggests that stimuli provoke internal reactions (the organism), which subsequently affect behavioral responses. Chan et al. (2017) further elaborate that various stimuli can elicit both affective and cognitive internal responses, influencing behavioral outcomes. The concept of "organismic response" is defined by Liu & Lu (2017) as an individual's internal reaction to stimuli, while Liu et al. (2019) describe the resultant action as the individual's response. Previous research has explored aspects such as purchasing intention and impulsive buying behavior (Liu et al., 2019, 2013; Liu & Lu, 2017). The hypothesis is supported by independent variables like internet influencers, online reviews, logistics service quality, promotion incentive information, and promotion time restrictions, which enhance its relevance.

In this context, a stimulus is an event that triggers a behavioral response in online consumers, influenced by various factors that affect their impulsive purchasing tendencies. Perceived trust is viewed as a cognitive evaluation by the consumer, leading to impulsive buying behavior as a consumer response. Understanding consumer behavior is rooted in the stimulus-response concept, where consumers recognize the effects of marketing strategies and environmental factors. Psychological processes, including motivation, perception, learning, and memory, play a crucial role in shaping decision-making and purchase decisions (Kotler & Keller, 2006).



**Figure 1.**  
**Conceptual Framework with Stimulus – Organism – Response (SOR) model**

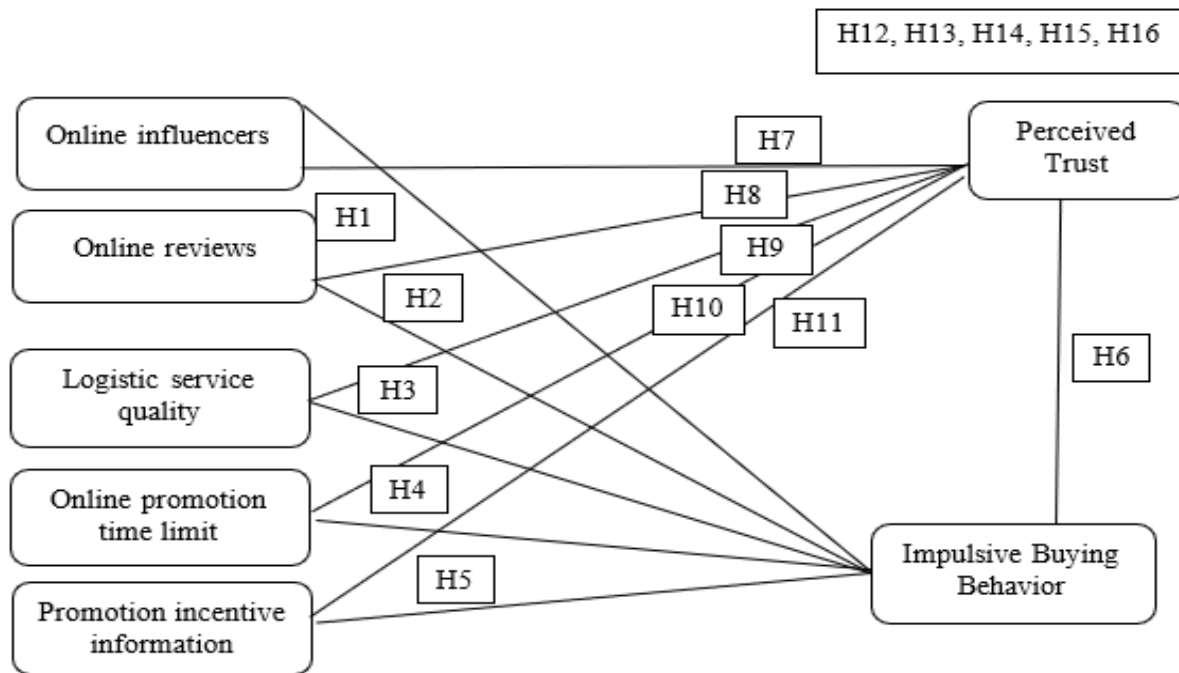
The research question aims to forecast the possible outcomes of the relationship among the specified elements. A hypothesis denotes a proposed explanation or answer to a certain research topic or assertion. A strong hypothesis is defined by its logical coherence, brevity, and its capacity to emerge organically from the study's development. Upon concluding statistical analysis, researchers generally utilize two specific types of hypotheses: the null hypothesis and the alternative hypothesis. Guercini (2014) asserts that the rejection of the null hypothesis typically implies the validity of the alternative hypothesis, and vice versa. Table 2.1 delineates the codes and associated descriptions of the hypotheses examined in the study.

Table 1.

## Research Hypotheses and Descriptions

| Hypotheses | Descriptions                                                                                                 | Path           |
|------------|--------------------------------------------------------------------------------------------------------------|----------------|
| H1         | Online Influencers have a significant positive impact on Impulsive buying                                    | OI → IBB       |
| H2         | Online reviews have a significant positive impact on Impulsive buying                                        | OR → IBB       |
| H3         | Logistics service quality has a significant positive impact on Impulsive buying                              | LSQ → IBB      |
| H4         | Promotion incentive information has a significant positive impact on Impulsive buying                        | PII → IBB      |
| H5         | The promotion time limit has a significant positive impact on Impulsive buying                               | PTL → IBB      |
| H6         | Perceived trust has a significant positive impact on consumers' impulse buying.                              | PT → IBB       |
| H7         | Online Influencers have a significant positive impact on Perceived Trust                                     | OI → PT        |
| H8         | Online reviews have a significant positive impact on Perceived Trust                                         | OR → PT        |
| H9         | Logistics service quality has a significant positive impact on Perceived Trust                               | LSQ → PT       |
| H10        | Promotion incentive information has a significant positive impact on Perceived Trust                         | PII → PT       |
| H11        | The promotion time limit has a significant positive impact on Perceived Trust                                | PTL → PT       |
| Hypotheses | Mediation Effects of Perceived Trust                                                                         |                |
| H12        | Perceived Trust mediates the relationship between online influencers and Impulsive buying behavior.          | OI → PT → IBB  |
| H13        | Perceived Trust mediates the relationship between online reviews and Impulsive buying behavior.              | OR → PT → IBB  |
| H14        | Perceived Trust mediates the relationship between logistic service quality and Impulsive buying behavior.    | LSQ → PT → IBB |
| H15        | Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior. | PII → PT → IBB |
| H16        | Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior. | PTL → PT → IBB |

Figure 2.2 illustrates the research framework along with the hypotheses. It provides a visual representation of the relationships among the study variables.



**Figure 2.**  
**Conceptual framework with Research Hypotheses**

## RESEARCH METHODOLOGY

The research employed a quantitative approach to examine the mediating effect of perceived trust on impulsive purchasing in Pakistani e-commerce. The population comprises online clients from various demographics, encompassing geographic locations, socioeconomic statuses, genders, and age categories. Utilizing the snowball sampling method: The sample comprises 350 respondents, gathered from online communities, social media platforms, and e-commerce websites. The research employed Partial Least Squares Structural Equation Modeling (PLS-SEM).

## DATA ANALYSIS & RESULTS

The primary objectives of this research were to investigate the influence of online influencers, online reviews, logistic service quality, promotion time limit, and promotion incentive information on the impulsive purchasing behavior of online customers in Pakistan. In Pakistan, perceived trust functioned as a mediator in the relationships between variables that influence impulsive purchasing behavior among online customers. Table 4.1 depicts the composite reliability scores for the principal variables in the study, emphasizing their internal consistency. Impulsive Buying Behavior (IBB) attained a composite reliability of 0.906, signifying robust reliability. Logistic Service Quality (LSQ) achieved a score of 0.927, while Online Influencers (OI) attained a score of 0.948, both indicating substantial reliability. Online Reviews (OR) had a dependability value of 0.848, whilst Promotion Incentive Information (PII) and Perceived Trust (PT) attained scores of

0.91 and 0.859, respectively. Finally, Promotion Time Limit (PTL) exhibited a composite reliability of 0.887, affirming the strength of these constructs for the analysis.

**Table 2.**

**Measurement Model: Reliability and Convergent Validity**

| Constructs                      |         | Items | Loadings | Composite Reliability |
|---------------------------------|---------|-------|----------|-----------------------|
| Impulsive Behavior              | Buying  | IBB1  | 0.704    | 0.906                 |
|                                 |         | IBB2  | 0.822    |                       |
|                                 |         | IBB3  | 0.74     |                       |
|                                 |         | IBB4  | 0.817    |                       |
|                                 |         | IBB5  | 0.889    |                       |
|                                 |         | IBB6  | 0.725    |                       |
| Logistics Quality               | Service | LSQ1  | 0.739    | 0.927                 |
|                                 |         | LSQ2  | 0.84     |                       |
|                                 |         | LSQ3  | 0.928    |                       |
|                                 |         | LSQ4  | 0.795    |                       |
|                                 |         | LSQ5  | 0.922    |                       |
| Online Influencers              |         | OI1   | 0.829    | 0.948                 |
|                                 |         | OI2   | 0.892    |                       |
|                                 |         | OI3   | 0.917    |                       |
|                                 |         | OI4   | 0.884    |                       |
|                                 |         | OI5   | 0.919    |                       |
|                                 |         | OI6   | 0.752    |                       |
| Online Reviews                  |         | OR1   | 0.578    | 0.848                 |
|                                 |         | OR2   | 0.868    |                       |
|                                 |         | OR3   | 0.656    |                       |
|                                 |         | OR4   | 0.858    |                       |
|                                 |         | OR5   | 0.644    |                       |
| Promotion Incentive Information |         | PII1  | 0.843    | 0.91                  |
|                                 |         | PII2  | 0.808    |                       |
|                                 |         | PII3  | 0.874    |                       |
|                                 |         | PII4  | 0.799    |                       |
|                                 |         | PII5  | 0.76     |                       |
| Perceived Trust                 |         | PT1   | 0.714    | 0.859                 |
|                                 |         | PT2   | 0.713    |                       |
|                                 |         | PT3   | 0.723    |                       |
|                                 |         | PT4   | 0.814    |                       |
|                                 |         | PT5   | 0.742    |                       |
| Promotion Time Limit            | Time    | PTL1  | 0.794    | 0.887                 |
|                                 |         | PTL2  | 0.843    |                       |
|                                 |         | PTL3  | 0.892    |                       |
|                                 |         | PTL4  | 0.719    |                       |

Figure 3. below shows the composite reliability of Impulsive buying behavior IBB is 0.906, Logistic service quality (LSQ), 0.927, Online influencers (OI) is 0.948, Online reviews (OR) is 0.848, Promotion incentive information (PII) is 0.91, Perceived trust (PT) is 0.859, Promotion time limit (PTL) is 0.887.

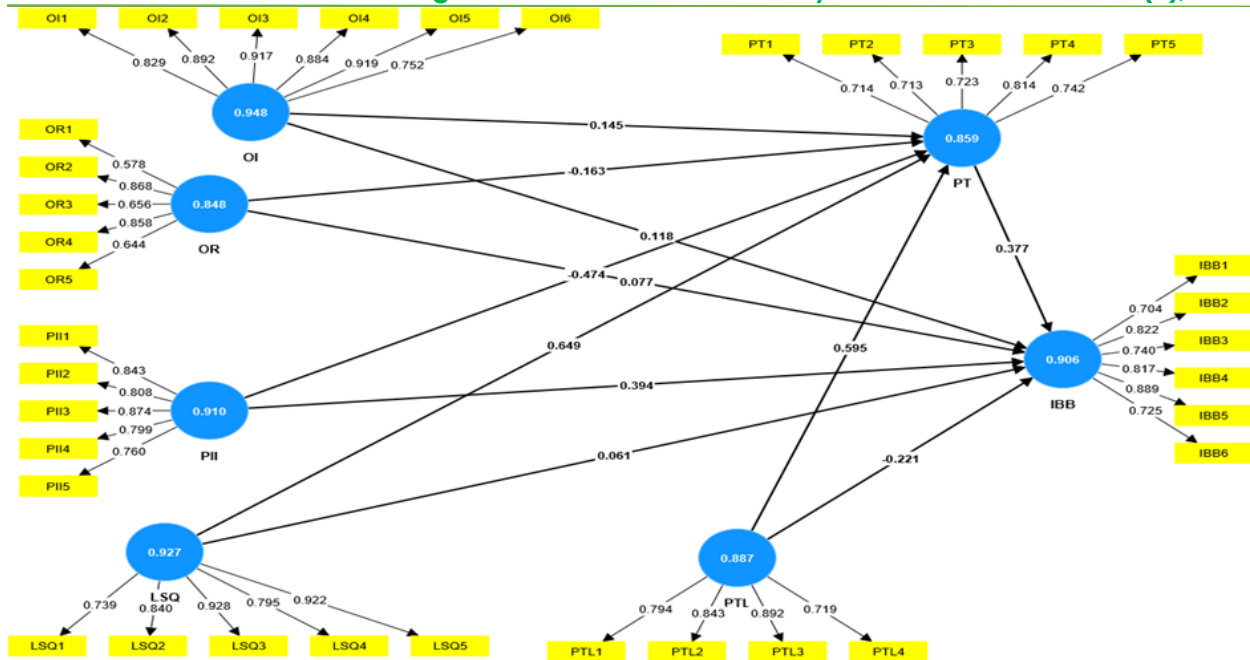


Figure 3.

**Measurement Model: Composite Reliability**

Convergent validity refers to the accuracy of a construct assessed by the items used for evaluation. Hair et al. (2006) found significant positive correlations between items used to measure the same construct. To be considered convergent, the Average Variance Extracted (AVE) value must be equal to or greater than 0.50. The AVE estimations for each construct were all significantly higher than the 0.50 threshold, indicating convergent validity.

Table 3.

**Measurement Model: Average Variance Extracted (AVE) and Cronbach's Alpha**

| Items | Cronbach's Alpha | Composite Reliability | Average variance extracted (AVE) |
|-------|------------------|-----------------------|----------------------------------|
| IBB   | 0.875            | 0.906                 | 0.617                            |
| LSQ   | 0.901            | 0.927                 | 0.72                             |
| OI    | 0.933            | 0.948                 | 0.753                            |
| OR    | 0.828            | 0.848                 | 0.534                            |
| PII   | 0.876            | 0.91                  | 0.669                            |
| PT    | 0.799            | 0.859                 | 0.551                            |
| PTL   | 0.832            | 0.887                 | 0.663                            |

**Hypotheses Testing**

The study focuses on the impact of online influencers (OI), online reviews (OR), logistics service quality (LSQ), promotion incentive information (PII), perceived trust (PT), promotion time limit (PTL), and perceived trust (PT) on impulse buying behavior (IBB). The results show that there is no statistically significant association between online influencers, online reviews, LSQ, PII, price marketing, promotion time limit, and perceived trust on impulsive buying behavior. Online shoppers rely on the evaluations of others when making purchasing decisions, and online reviews have become a contemporary manifestation of word-of-mouth communication in the digital realm. However, there is no

statistically significant association between LSQ, PII, price marketing, PTL, PT, and perceived trust on impulsive buying behavior. The study also found that customers engage in an initial phase of information gathering before proceeding with the online shopping process, including order placement and payment. Trust plays a crucial role in understanding consumer behavior, as it can reduce purchasing confusion and enhance customer loyalty and acceptability. The study also found that the presence of limited-time scarcity in e-commerce marketing can induce a sense of time constraint among buyers, fostering increased purchasing behavior. The duration of a promotion has a significant impact on consumers' perception of opportunity cost and their cognitive response to the perceived value of the promotion.

The study explores the impact of online influencers (OI), online reviews (OR), logistics service quality (LSQ), promotion incentive information (PII), promotion time limit (PTL), and promotion time restriction (PTL) on perceived trust. The results show that online influencers have a significant positive effect on perceived trust, but there is no statistically significant association between OI and PT. However, the internet has become an indispensable component in contemporary society, with social media platforms like Instagram being increasingly used for commercial purposes. Online reviews have a significant positive impact on perceived trust, with a significant association between the time limit for promotions and the level of perceived trust. Local logistics service quality has a significant positive relationship with perceived trust, as it enhances consumer satisfaction and fosters stronger commercial relationships. Promotion incentive information (PII) also has a significant positive impact on perceived trust, as it can enhance consumer engagement and purchasing capacity. Promotion time limit (PTL) has a significant positive impact on perceived trust, as it can stimulate impulsive purchasing behavior while shopping online. The study concludes that the effectiveness of influencer marketing strategies can be attributed to these factors.

**Table 4.**

**Assessment of Structural Model: Hypotheses Testing for Direct Relationship**

| Relationship | Std Beta | Std Error | t-value | P-values | Hypotheses Results |
|--------------|----------|-----------|---------|----------|--------------------|
| OI -> IBB    | 0.118    | 0.099     | 1.189   | 0.117    | H1) Not supported  |
| OR -> IBB    | 0.077    | 0.06      | 1.282   | 0.1      | H2) Not supported  |
| LSQ -> IBB   | 0.061    | 0.171     | 0.357   | 0.361    | H3) Not supported  |
| PII -> IBB   | 0.394    | 0.149     | 2.655   | 0.004    | H4) Supported      |
| PTL -> IBB   | -0.221   | 0.074     | 2.977   | 0.001    | H5) Supported      |
| PT -> IBB    | 0.377    | 0.059     | 6.44    | 0        | H6) Supported      |
| OI -> PT     | 0.145    | 0.098     | 1.487   | 0.069    | H7) Not supported  |
| OR -> PT     | -0.163   | 0.071     | 2.306   | 0.011    | H8) Supported      |
| LSQ -> PT    | 0.649    | 0.144     | 4.509   | 0        | H9) Supported      |
| PII -> PT    | -0.474   | 0.131     | 3.617   | 0        | H10) Supported     |
| PTL -> PT    | 0.595    | 0.067     | 8.872   | 0        | H11) Supported     |

The study found that perceived trust mediates the relationship between online influencers, promotion incentive information, online reviews, logistical service quality, promotion time restriction, online reviews, and impulsive buying behavior. It was also found that perceived trust is a significant mediator in the association between online reviews and impulsive purchasing behavior. The results also showed that perceived trust is a major mediator in the association between online promotion time limit and impulsive buying behavior. The study concluded that perceived trust serves as a major mediator in

the association between online reviews and impulsive buying behavior, with a negative relationship, confirming hypothesis H16.

**Table 5.**

**Structural Model: Test of Significance for Mediating Relationships**

| Hypotheses | Relationship     | Std Beta | Std Error | t-statistics | p-values | Decision      |
|------------|------------------|----------|-----------|--------------|----------|---------------|
| H12        | OI -> PT -> IBB  | 0.055    | 0.04      | 1.378        | 0.084    | Not supported |
| H13        | OR -> PT -> IBB  | -0.061   | 0.028     | 2.178        | 0.015    | Supported     |
| H14        | LSQ -> PT -> IBB | 0.245    | 0.068     | 3.615        | 0        | Supported     |
| H15        | PII -> PT -> IBB | -0.178   | 0.06      | 2.972        | 0.001    | Supported     |
| H16        | PTL -> PT -> IBB | 0.224    | 0.046     | 4.887        | 0        | Supported     |

Table 4.5 presents a brief summary of the hypotheses testing outcomes. It encompasses each hypothesis, the employed statistical procedure, and the resultant consequences. The table delineates the acceptance or rejection of the proposed hypothesis.

**Table 6.**

**Summary of Hypotheses Finding**

| No  | Hypotheses Statements                                                                                        | Decision      |
|-----|--------------------------------------------------------------------------------------------------------------|---------------|
| H1  | Online Influencers (OI) have a significant positive impact on Impulsive buying behavior (IBB).               | Not Supported |
| H2  | Online reviews (OR) have a significant positive impact on Impulsive buying behavior (IBB)                    | Not Supported |
| H3  | Logistics service quality (LSQ) has a significant positive impact on Impulsive buying behavior (IBB)         | Not Supported |
| H4  | Promotion incentive information (PII) has a significant positive impact on Impulsive buying behavior (IBB)   | Supported     |
| H5  | The promotion time limit (PTL) has a significant positive impact on Impulsive buying behavior (IBB)          | Supported     |
| H6  | Perceived trust (PT) has a significant positive impact on Impulsive buying behavior (IBB)                    | Supported     |
| H7  | Online Influencers (OI) have a significant positive impact on Perceived Trust (PT)                           | Supported     |
| H8  | Online reviews (OR) have a significant positive impact on Perceived Trust (PT)                               | Not supported |
| H9  | Logistics service quality (LSQ) has a significant positive impact on Perceived Trust (PT)                    | Supported     |
| H10 | Promotion incentive information (PII) has a significant positive impact on Perceived Trust (PT)              | Supported     |
| H11 | The promotion time limit (PTL) has a significant positive impact on Perceived Trust (PT)                     | Supported     |
| H12 | Perceived Trust mediates the relationship between online influencers and Impulsive buying behavior.          | Supported     |
| H13 | Perceived Trust mediates the relationship between online reviews and Impulsive buying behavior.              | Supported     |
| H14 | Perceived Trust mediates the relationship between logistic service quality and Impulsive buying behavior.    | Supported     |
| H15 | Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior. | Supported     |
| H16 | Perceived Trust mediates the relationship between online promotion time limit and Impulsive buying behavior. | Not supported |

The Partial Least Squares (PLS) model is used to evaluate relationships by analyzing Beta values and calculating the variance of predictors' impact on the criterion variable, the R-square value. The R<sup>2</sup> value quantifies the proportion of variance in a model's latent components that may be explained by its ability to predict outcomes. High values

suggest high accuracy in predictions, but the extent of influence depends on the model's intricacy and research sector characteristics. The R<sup>2</sup> values for marketing-related research papers range from 0.75 to 0.50 for endogenous latent variables. The R<sup>2</sup> value for teacher efficacy, teacher resilience, and teacher self-efficacy falls within the moderate range. Factors such as perceived trust, logistics service quality, promotion incentive information, online reviews, and online influencers contribute 53% to impulsive buying behavior variation. An extra 48% of factors contributing to perceived trust can be attributed to external elements. The R<sup>2</sup> values in this study are considered moderate on the R<sup>2</sup> scale.

**Table 7.**

**Coefficient of the Determination for Direct Relationships: R-Squared**

| Latent Variable           | R <sup>2</sup> |
|---------------------------|----------------|
| Impulsive Buying Behavior | 0.532          |
| Perceived Trust           | 0.486          |

The following is the conclusion of the research questions offered in this study based on the analysis done in the previous chapter:

**What are the significant drivers or determinants of impulsive purchasing behavior among internet consumers in Pakistan?**

The research revealed major factors influencing impulsive purchasing behavior among internet consumers in Pakistan. Logistic service quality, online evaluations, and perceived trust have emerged as the primary indicators. The results indicate that online consumers regard logistics service quality and online reviews as factors that bolster their trust, hence prompting them to partake in impulsive online purchases.

**What are the significant factors or determinants of perceived trust among internet consumers in Pakistan?**

Perceived trust is influenced by a variety of factors, such as the quality of logistic services, online reviews, promotion incentive information, and promotion time limits, as indicated by the analysis. This collective impact on the development of trust in e-commerce environments is underscored by the critical role that each of these factors plays in the decision-making process of online consumers in Pakistan.

**What is the mediating effect of perceived trust on the relationship among online influencers, online reviews, logistic service quality, promotion time constraints, and promotional incentive information regarding the impulsive purchase behavior of Pakistani online consumers?**

The research additionally examined the mediating influence of perceived trust on the correlations among different predictors and impulsive purchasing behavior. The results demonstrate that perceived trust does not serve as a mediator in the relationship between online influencers and impulsive purchasing behavior. Perceived trust was identified as a mediator in the relationships among online reviews, logistic service quality, promotional incentive information, promotional time constraints, and impulsive purchasing behavior. The results underscore the intricate significance of perceived trust in online consumer behavior in Pakistan.

## CONCLUSION

This research examined the determinants of impulsive buying behavior among internet consumers in Pakistan, emphasizing the mediating effect of perceived trust. The results underscore the substantial influence of internet evaluations, logistics service quality, promotional incentive information, and time constraints on impulsive purchasing behavior. Perceived trust was identified as a mediator in the association between these characteristics and impulsive purchasing, highlighting its essential influence on consumer decision-making in the online marketplace. The research indicated that although internet influencers contribute to consumer awareness, their direct impact on impulsive purchasing behavior was not influenced by perceived trust. This indicates that trust-building processes, including transparent logistics and credible promotional methods, are more influential in stimulating impulsive purchases. Moreover, e-commerce platforms must enhance their logistical services, ensure effective communication, and maintain consistency in offering timing to foster enduring client loyalty.

Furthermore, enterprises ought to emphasize the generation of real and compelling online evaluations and partner with influencers capable of establishing meaningful connections with their audience. Enhancing the consumer-brand relationship through transparent and customer-focused practices can substantially improve perceived trust, resulting in favorable outcomes for both consumers and businesses. These findings offer practical insights for online retailers seeking to succeed in a competitive industry. Future research may investigate similar patterns across various cultural contexts or broaden the scope to incorporate additional factors affecting perceived trust and impulsive purchasing behavior. By addressing these drivers, online platforms can attain sustainable growth and guarantee client happiness in the continuously changing e-commerce environment.

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